

## **Top-Ranking Women's Health Book Sparks a New Revolution: Women Are Using Their Hormones to Predict Their Day and Plan Their Life**

*28 DAYS: What Your Cycle Reveals About Your Love Life, Moods, And Potential by Gabrielle Lichterman ranks #1 on Amazon's menstruation sales chart and in the Top 10 on Amazon's horoscope sales chart for 20 weeks in a row*

New York, NY (PRWEB) October 20, 2005 -- There's a groundbreaking new book that's sparking a revolution in both women's health and horoscopes: 28 DAYS: What Your Cycle Reveals About Your Love Life, Moods, And Potential (Adams Media, May 2005) by Gabrielle Lichterman. It's the first daily horoscope based on women's hormones and it's been #1 on Amazon's menstruation sales chart and in the Top 10 on Amazon's horoscope sales chart for the past 20 weeks.

28 DAYS is revolutionizing the way millions of women view their menstrual cycle. In the past, a woman's cycle was all about cramps, moodiness and inconvenience. Now, this chart-topping book shows women how to use their menstrual cycle as a tool to accurately predict their day and plan their life.

Lichterman explains how it works: "Estrogen, testosterone and progesterone--three of a woman's most influential hormones--have a powerful impact on virtually every aspect of her day including her mood, brain skills, relationship, libido, spending habits, career, diet, energy and health. Since a woman's hormones repeat the same pattern every cycle, the hormonal influences she feels every day can be easily predicted."

Set up as a daily "hormone horoscope" guide, women from 15 to 50, with any length cycle and using any kind of birth control, can refer to 28 DAYS to find out what every aspect of their day will be like. "Armed with this information, women can capitalize on each days' strengths, minimize weaknesses and find out the perfect day of their cycle to schedule just about everything--such as asking for a raise, picking a wedding date, launching a new business, making an important purchase, getting a bikini wax and even shopping for holiday gifts," says Lichterman.

The sales figures prove it: 28 DAYS is the #1 book you need if you menstruate.

### **Worldwide Sensation**

Since its publication in May, 28 DAYS has been featured nationally and internationally in major newspapers and magazines including Glamour, Redbook, Family Circle, Women's Health, Natural Health, For Me, Teen, Bliss and Zest. 28 DAYS is currently being translated for publication in Japan and Italy. Upcoming coverage includes Ladies Home Journal, Brides and CosmoGIRL as well as radio and television.

Launching the Hormonology Series 28 DAYS is the first in a series of books about Hormonology, a new type of daily horoscope based on the ups and downs of your

own hormone cycle. The brainchild of Manhattan-based veteran health journalist Gabrielle Lichterman, *Hormonology* is based on scientific research and is the newest, most accurate way to predict your day and plan your life. Future *Hormonology* books will include hormone horoscopes for men, pregnant women, teens and menopausal women as well as a *Hormonology* diet that enabled Lichterman lose to 37 pounds in just 24 weeks.

To learn more about 28 DAYS and *Hormonology*, visit <http://www.hormonology.info>.

28 DAYS: What Your Cycle Reveals about Your Love Life, Moods, and Potential is available in bookstores everywhere.

For further information, review copies of 28 DAYS or to request an interview with the author, please contact:

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